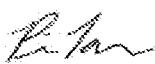


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|-----------|---|------------------------|---|-------------------------------------------------------------------------------------|
| Applicant | : | Robert Guinn Jr. |) | Group Art Unit: 3688 |
| | | |) | |
| Appl. No. | : | 10/809,536 |) | I hereby certify that this correspondence and all marked |
| | | |) | attachments are being deposited with the United States |
| Filed | : | March 24, 2004 |) | Patent and Trademark Office via EFSWeb filing on: |
| | | |) | |
| For | : | PLAYER TRACKING SYSTEM |) | <u>August 30, 2010</u> |
| | | |) | (Date) |
| Examiner | : | Shin, Min |) |  |
| | | |) | |
| | | | | Arthur P. Tan, Reg. No. 60,683 |

RESPONSE TO FINAL OFFICE ACTION

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Office Action mailed April 29, 2010, with respect to the above-referenced application. Applicant hereby requests a 1-month extension of time in accordance with 37 C.F.R. § 1.136 to file this response and has submitted herewith the extension of time fee. Applicant has filed herewith a Request for Continued Examination of this application in accordance with 37 C.F.R. § 1.114.

Please amend the application as indicated in the attached sections: